

## CLAIMS

What is claimed is:

1. A fishing lure comprising:  
a lure body comprising a hard portion and a soft portion, wherein the soft portion houses the hard portion, and wherein the hard portion comprises at least two separate components joined by an elastic component for allowing the lure body to flex.
2. The fishing lure of Claim 1, further comprising:  
a fishing line attachment component attached to one of said at least two separate components for allowing a fishing line to be connected to the lure body.
3. The fishing lure of Claim 1, further comprising:  
a hook attachment component attached to one of said at least two separate components for allowing a hook to be connected to the lure body.
4. The fishing lure of Claim 1, wherein the lure body is an elongated body with one of each of the at least two separate components positioned at the elongated body's opposite ends.
5. The fishing lure of Claim 1, wherein the at least two separate components have a composition strength that can withstand forces associated with fishing without breaking.
6. The fishing lure of Claim 1, wherein the elastic component is a wire having a composition strength that can withstand forces associated with fishing and repetitive bending without breaking.

7. The fishing lure of Claim 1, wherein the elastic component is a blade-shaped mechanism having a composition strength that can withstand forces associated with fishing and repetitive bending without breaking.
8. The fishing lure of Claim 1, wherein the elastic component has a biasing property for allowing the lure body to bend approximately 30 degrees.
9. The fishing lure of Claim 1, wherein the elastic component has a biasing property for allowing the lure body to bend approximately at least 30 degrees.
10. The fishing lure of Claim 1, wherein the soft portion is made of plastic.
11. A fishing lure comprising:
  - an elongated lure body comprising:
    - at least first and second hard components positioned at opposite ends of the elongated lure body; and
    - a soft cover for housing the at least first and second hard portions,
  - wherein the at least first and second hard portions joined by an elastic component, such that the lure body can bend around the elastic component.
12. The fishing lure of Claim 11, wherein the elastic component has an elastic property for allowing the lure body to bend at least 30 degrees to imitate body positions of a live bate when moving.
13. The fishing lure of Claim 11, further comprising:
  - a fishing line attachment component attached to one of said at least first and second hard components for allowing a fishing line to be connected to the lure body.
14. The fishing lure of Claim 11, further comprising:

a hook attachment component attached to one of said at least first and second hard components for allowing a hook to be connected to the lure body.

15. The fishing lure of Claim 11, wherein the at least first and second hard components and the elastic component have a composition strength that can withstand forces associated with fishing and repetitive bending without breaking.

16. The fishing lure of Claim 11, wherein the elastic component comprises a shape memory alloy.